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U. S. Department of Agriculture



1936

Shivers'

Catalog of

STRAWBERRY PLANTS

*With Suggestions on
How To Grow Them*

J. H. Shivers Plant Farms
ALLEN, MARYLAND

Dear Friends:

My 1936 book of Strawberry plants goes to you with the hope of receiving your order for this year. I realize fully that unless my plants give satisfaction I cannot expect to receive your order next year or the years after. You will find in the following pages of this little salesman which is not highly colored or extravagant in any way, some helpful information on how to grow Strawberries, based on practical knowledge, and a truthful description of the plants I offer you.

You will also find a return envelope, order sheet, and a price list for your convenience.

I think you will agree my prices are reasonable. The reason I can offer good true to name plants at these prices is that I do not send you a highly colored catalog. I do very little high priced advertising which is a big saving that I am passing along to you.

Give me a trial order and be convinced that my plants are as good as higher priced plants.

My guarantee protects you. May I have the pleasure of serving you?

Yours sincerely,

JAY H. SHIVERS.

Muskingum County, Ohio. Gentlemen: Enclosed money order for 8000 plants. Will telegraph when I wish order shipped. The plants I received from you last year grew fine. I hope these will do as well.
A. R. McFarland.



WHAT I AGREE TO DO

I sell by catalog only, and to everyone at the same price, filling all orders with the same high-grade stock. Strawberry plants frequently can be shipped during warm spells in winter, and after March first in unlimited quantities. From then until May 1st I am busy every day filling orders for customers. After May 1st I can fill a limited number of orders but the earlier you secure your plants the more certain is your success with them.

I ship out only fresh dug plants in slatted crates with plenty of damp moss. They will carry as far as from any firm in the U. S. I will replace free of charge anything that reaches you in a bad condition, provided the transportation company has given it proper dispatch. If it has been too long on the road, refuse to receive it. I will refill your order and get my pay from the Express Co.

TRUE-TO-NAME. I use every precaution to have my plants true to name, and if any should prove otherwise I will replace it, but in no case will I be responsible for any sum greater than that paid for the plants.

My best references are the many satisfied customers, who have entrusted me with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

A WARNING TO THE WISE

Of course I wish to sell you your berry plants for this year. That is why I am sending you this little booklet, but really I am genuinely interested in your success, for the success of our customers is the basis of any success I may possibly achieve. May I point out that you can make a mistake:—

First. By trying to get plants for a price below the cost of production for good true-to-name stock.

Second. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.

Third. By a failure to get your plants in time to be set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way my plants are packed they will keep, if placed where it is cool and damp, for several days after arrival.

Fourth. By failure to get stock true-to-name. You want what you buy. I use the utmost endeavor to safeguard the customers in this respect, and believe that .999 per cent of all that I have ever shipped was true to label.

Fifth. By setting plants not grown for plants alone. From me you get the whole bed, and from a warm, sandy soil. No short broken roots.

Sixth. By buying any except fresh dug and well packed stock. I do not store any and I do pack them carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.

Seventh. By paying more than good true-to-name and carefully packed plants are really worth. If you do not send me your order, "You may pay more but you will not buy better."

Eighth. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants refuse to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they were purchased, rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal on the part of berry plants to grow in these given places is due to lack of a certain bacteria or plant food, or whether the soils contain some poison that kills the plant is a moot question as yet, and one that a number of State Experiment Stations are now at work on.

My experience in growing strawberries has taught me however that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soil or they refuse to grow. In order that my friends may have the benefit of this experience, I propose to call attention to those kinds which have grown and produced good shipping qualities for me. You may count on Blakemore, Premier, Dorsett, Fairfax, Big Joe, Lupton, Big Late, Catskill and the Gem everbearing.

Successful Ways of Growing Strawberries

PLANTING GUIDE

In this limited space I will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present day strawberry culture.

SOIL. Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well, and at the same time drain easily.

FITTING THE SOIL. Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. I like Fall plowing as it allows the soil to settle and turned under vegetable matter to decay. Spring plowing is all right, but Fall plowing is better when possible. The land should be thoroughly harrowed in Spring, followed with a culti-packer or roller to preserve moisture after planting.

MANURE AND FERTILIZER

Stable manures are the best fertilizers I have found. They not only furnish the necessary plant food, but also make the heavier soils of finer texture, and the light sandy soils of greater water holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil well. The best results I have ever obtained is by opening the rows and putting some fine manure in the row during the winter.

However if coarse manure is not convenient you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after set-

ting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, I would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. Not more than six hundred pounds should be used in the drill. I have used as much as seven hundred pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, I have seen 4-8-4 and 7-6-5 fertilizer give excellent results. In a very dry season on very light soil, I have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture.

WHEN TO PLANT

The best time to plant is sometime during March or April, or as soon as ground can be made ready for planting. Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants. I begin shipping about March 1st.

Many inquiries come in regards to planting in August. Plants at that season of the year are not matured enough to permit digging or shipping. Therefore Spring is the most natural and successful time for planting. Some gardeners and growers insist on setting some during the late summer and early fall before our regular shipping season. If you wish plants at this time we will furnish them. Write for our late summer prices.

HOW TO SET PLANTS AND CULTIVATION

There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. This done, there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

PERFECT AND IMPERFECT VARIETIES. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In my price list, perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

DISTANCE TO PLANT

We recommend setting the plants in rows 3½ to 4 feet apart, or even as much as 4½ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Blakemore which make large number of plants should be set farther apart than varieties like Chesapeake, Lupton and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

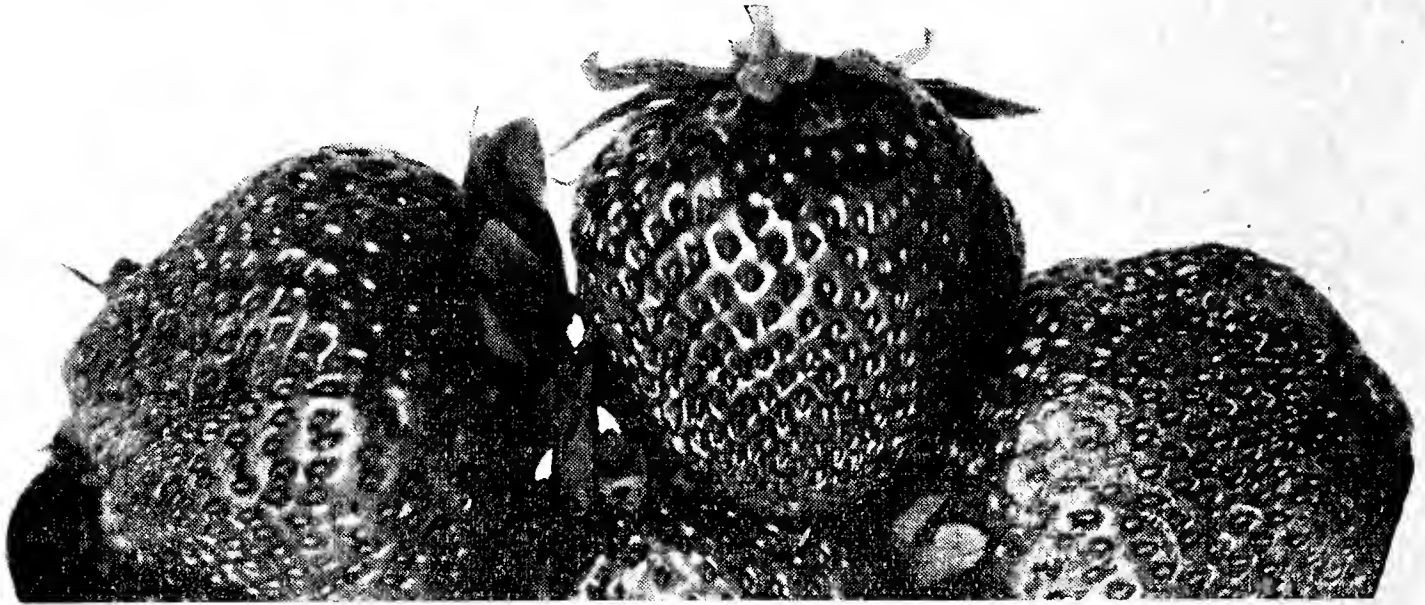
SPRAYING

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.

WHAT TO DO WHEN PLANTS ARRIVE

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for sometime before setting, perhaps over night. At any rate have them thoroughly moistened when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this two or three days. If weather is too warm to keep plants, or too cold to set them out they should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is done.

START TO SAVE BY ORDERING YOUR PLANTS FROM ME



EARLY VARIETIES

DORSETT

This is one of the best early berries I have ever tried. The Dorsett is a vigorous growing variety, under normal conditions, producing many runners and making a heavy matted row, which may become too dense when it is grown on rich soil. The leaves are usually smaller and not so glossy as those of the Fairfax and slightly lighter in color than those of Premier.. Under favorable conditions the berries are very large and conic in shape. At the proper picking stage, the berries are medium light in color and retain their lightness even after they begin to get quite ripe. The appearance alone should sell them. Its flavor is mildly subacid; under normal conditions it is sweet and very pleasing in flavor but not so rich as Fairfax. However when the fruit is over ripe the flavor does not become so objectionable as in many other varieties. In one season of much rainfall in Maryland when berries lacked sweetness the flavor was better than that of Fairfax. It has proven especially well on heavy soil.

They ripen about the same time as Premier, and are very productive. Some of my customers claim they yield fully as well as the Premier, while others say they do not. With me, experience has proven that they do not produce quite so well as the Premier although the quality of berries are better throughout the season. Should you be short of pickers or weather conditions prove unfavorable for picking, Dorsett berries will carry over in better condition than the Premier.

If you have never tried the Dorsett, would advise you to try some. If you have tried them and found them to be better than the Premier, I am sure you are going to buy more this year. I have a good supply of Dorsett plants, true to name and free of disease. The price is reasonable. Try them and be convinced.

FAIRFAX

You will make no mistake in planting Fairfax

If I were going to set only one of the two varieties Dorsett and Fairfax, it would be hard to choose. The Fairfax makes a strong, robust growth of perfectly healthy plants. The plants are large and spaced farther apart than the Dorsett. The leaves are large, dark green and somewhat glossy. The berries average very large and ripen with the Dorsett. In size and appearance they resemble the Chesapeake having prominent yellow seeds, shiny, almost polished surface, which makes the berries very attractive looking to buyers and upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and sometimes are dark upon reaching the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries even though they become dark in color, hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax, and see how attractive they are.

My plants are true to name and if you are expecting to buy I solicit your business. I am sure I can please you.

A BIG MISTAKE

This summer, I was in several of the states where I ship plants. I talked with a number of my customers and hope-to-be customers. I was interested in learning and seeing the results, success, and satisfaction of my plants shipped to my customers. In some sections they highly endorsed the Dorsett and Fairfax. In other sections they did not think either variety equal to Premier. In every case where they did not depend on close or nearby markets, they prefer Dorsett and Fairfax. So I feel if you have not tried Dorsett and Fairfax you are making a "Big Mistake."

I hope to see more of my customers in the near future. As I am very much interested in the strawberry plant business, I know I can learn so much from your experience as well as my own. When I know yours I am in a better position to serve you.

Helpful Hints for the Roadside Market

EARLY VARIETIES

For appearance and flavor would suggest Dorsett, Fairfax or Premier. For canning, I would say Blakemore has no equal, because of tartness and acidity.

MIDSEASON VARIETIES

Catskill is one of the best varieties for productiveness, appearance and flavor. Big Joe is another good variety which is successful for me but in my travels I found that it has not proven very satisfactory for some of my customers. Haverland and Aberdeen are also good.

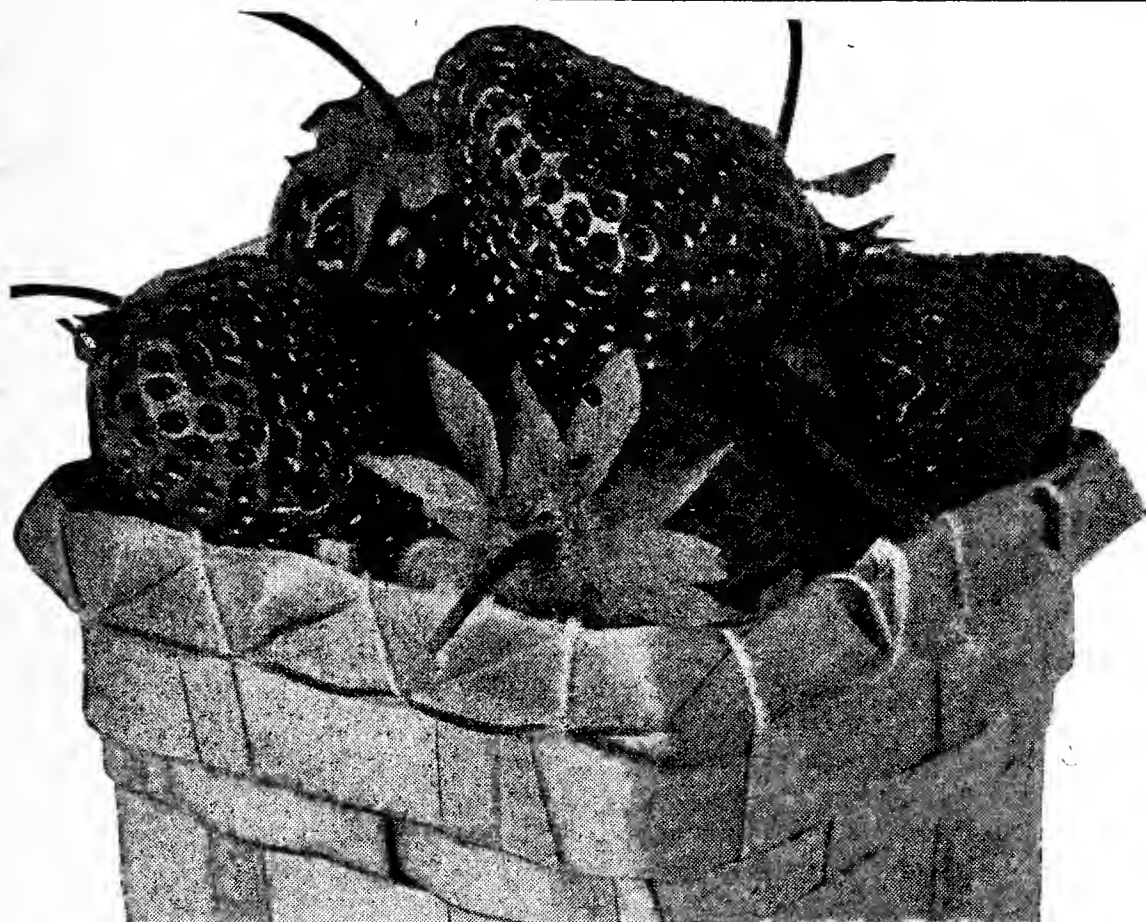
LATE VARIETIES

If you wish strawberries for appearance, would say plant Lupton. Plants make a good bed of foliage, produce large berries with green cap, but the flavor is not equal to some of the other late varieties. For instance, Wm. Belt or Chesapeake. They produce berries that have a handsome appearance and fine flavor.

Should you be interested in Everbearing varieties would suggest Gem or Mastodon. I was very well pleased with Gem this fall. Champion is a good variety for its flavor, but the berries do not equal the Gem or Mastodon in size.

New Castle County, Delaware. Will you let me know when you could send me an order of plants, if weather permits. You should see the 1500 plants I bought of you last season. They would have covered the ground if I had let them. Some bed of plants: Big Joe, Lupton and Premier. I don't think anyone could beat them.

P. F. Lang.



PREMIER

(Howard 17)

There is very little I need to say about this variety which so far has been favorably tested in every state and in Canada. From the people I have talked with in the different states, I find it still holds first pace. I predict that the demand for Premier plants will still be heavy.

Premier not only does well over a large territory but it will grow on nearly all types of soil, producing a good growth of plants that is as near frost proof as any variety yet originated. The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. I still think a quart of Premier berries that have grown right and picked well has a very handsome appearance and is attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. Good for local market or long truck shipments but do not advise it for ice shipments.

If you are going to set strawberry plants this spring I am sure you will still plant some Premier. I have the plants that are grown and shipped to you under my own supervision. If you want good plants, good service, moderately priced, I have both so I hope to receive your order to convince you,



BLAKEMORE

Blakemore makes a vigorous growth and should be kept thinned out for best results. The foliage is healthy and stands up well during the entire fruiting season. The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact it will keep well on the vine several days should weather conditions delay the picking. The fruit is very light in color and very attractive. The size is medium large if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. If planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

If you are planning to set some Blakemore try my plants. You will find them as good as the higher priced plants, so why pay more?

Mr. Geo. T. Knode of W. Va. says: Enclosed find money for which send me Premier strawberry plants to be shipped immediately. Despite the terrible dry spring last year the 4000 Premier I got from you have made a nice stand.

OTHER EARLY VARIETIES

BELLMAR. A cross of Premier and Missionary. The plants are quite productive. The berries are bright red with a green cap, conical in shape and very attractive. For those not satisfied with Dorsett and Fairfax or Premier would advise giving Bellmar a trial. I have some nice plants for those who like it or who want to give it a trial.

McCLINTOCK. Introduced by the Tennessee Experiment Station, this variety is similar to Klondyke in fruit and plant characteristics. It is very firm and the berries maintain a good size through the season. I would recommend this variety where Klondyke or Blakemore is not satisfactory.

MISSIONARY. The leading berry in the Southern States. Will do well on almost all soils but will do better than most on light soil. The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the juice men. The Bellmar and Blakemore are more popular in this section, but in some parts of the South Missionary still holds the supreme place.

I have a nice lot of Missionary plants. Let me furnish you with your needs.

DUNLAP. It is gradually being replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment.

KLONDYKE. The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the market.

Mr. Ellison H. Pease of Mass. says: Mr Philip Holmes has given me one of your last year's catalogs and a so showed me fine plants purchased from you. Will you please send by express 10 0 Premier plants? Am enclosing money order for same.

MIDSEASON VARIETIES



CATSKILL

This berry has attracted much attention and from past experiments bids fair to become the leading midseason berry. It is a cross of Marshall and Premier. Grows unusually vigorous putting out large healthy plants and has a tendency to become too thick if not thinned and properly spaced to about 6 plants to the square foot. The berries are regular in size but have a bright red color and a nice green cap, making it very showy. It yields much heavier than the Big Joe and commands a much higher price in the wholesale markets.

Dr. Russell E. Morgan of Connecticut says: Enclosed find money order for the order of plants to be sent about the first of April. The plants you sent last year are fine.



BIG JOE

BIG JOE. No midseason berry that I have ever grown comes as near to being a worthy running for Premier, as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.



IT WILL CERTAINLY PAY YOU TO SET OUT SOME OF MY
STRAWBERRY PLANTS

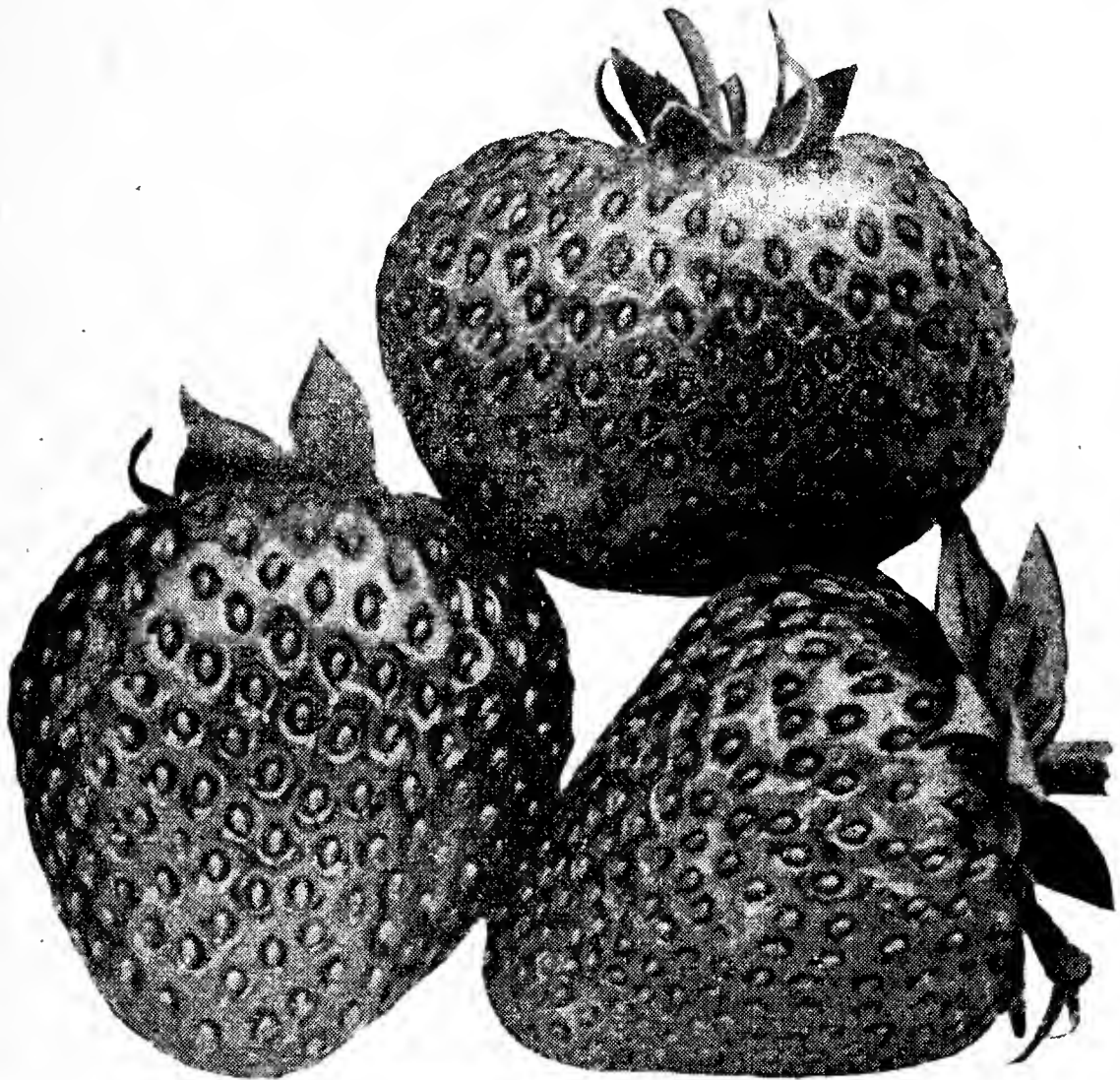
McALPIN. One of the greatest growers I have ever seen, doing well on light poor soil, in fact will grow anywhere. It is a fine shipper and brings the top of the market. Very productive of medium to large, scarlet colored, perfectly formed berries and unsurpassed in quality. I recommend McAlpin to all who want a vigorous growing productive and fine looking strawberry. It is a good medium late variety. You can plant it with confidence.

PAUL JONES. One of the most productive varieties on the entire list. On all soils, light or heavy, rich or poor, it brings the crop. It is a good, vigorous grower, making plenty of plants. It has an imperfect blossom and should be planted with Big Joe, Aroma or Premier. Berries large, of good appearance, and ships well. If you want a good crop plant Paul Jones.

ABERDEEN. A comparatively new variety becoming very popular in eastern Pennsylvania and New Jersey, and justly so, for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new plants, and we recommend planting the Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive, equaling or surpassing the Premier. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.

HAVERLAND. It is a heavy yielder, and can be depended upon to bring up a crop every season. If you have any berries at all, you are sure to have Haverland. It is one of the toughest and strongest growers on our list. The berries are fair size, long-conical, firm and a fair shipper, and it never rusts. Not so popular as it once was, but a wonderful berry in some places still, though Premier has about displaced it in many, if not most localities.

LATE VARIETIES



CHESAPEAKE

CHESAPEAKE. The aristocrat of strawberries when given good care and planted on good soil. It will not stand abuse, seeming to do best in dark, loamy soil and heavier soils where there is plenty of moisture. It will thrive on well-filled new land. Given these conditions, you will find it the most profitable berry to grow. Like the Premier, it is about frost-proof and bears abundantly, the plants having large, healthy foliage. These points of merit enable it to command the highest price possible for berries. The berry is very firm, so you can ship it to distant markets. You will always be able to command the top of the market with well grown Chesapeake berries.

LUPTON

LUPTON. The fruit is very firm and extremely handsome, in fact I do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening in midseason. It is not a rampant plant maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. I say again, if you want a strictly fancy berry plant Lupton, but we do not advise that it be planted on any but a good, rich soil. I have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a heavy crop of berries in 1935. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.

AROMA. The best thing in its favor is its selling qualities. On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. My own experience leads me to recommend it as a good pollenizer, though it has not usually been recommended for that purpose. I have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma as it is a real money-maker in many sections.

BIG LATE. Has been grown in every section where strawberries are grown, and it has proven itself a great money-maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. Fruit medium to large, bright velvet red, and every berry looks like it has been varnished. Very few varieties equal it in production.

BURGESS. From Alabama and a seedling of Aroma. It is the claim of the originator that it is superior to that justly famous variety. If that be true; it is safe to say that we shall hear of Burgess for a long time to come. It is a good grower and we advise all our friends to give it a trial. The berries are very beautiful and firm and it is productive.

GANDY. One of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extra shipping and selling qualities, it is still the leading market berry for late in some large berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor.

GIBSON (Parsons' Beauty). Plants very productive, berries very good in quality and excellent for canning. I do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

SAMPLE. Ripens in midseason about the same time as Aroma and Big Joe, and there is none that holds up better in size to the end of the season. Anyone wanting to plant main crop berries would do well to include Sample in their list. It is reliable; especially in Pennsylvania and the Middle West. Big Joe and Sample make a great pair.

WILLIAM BELT. This variety is the standard of excellence for quality. Berries average large in size, being somewhat irregular in shape, having an attractive cap, and the berries themselves are a bright, glossy red, which makes them very handsome. On any market where quality and appearance predominate among the buyers the William Belt will prove a good money-maker for the grower. It does best in the middle and northern states. It can be depended on for plant growth and productiveness. I recommend it to lengthen the Chesapeake season with a high quality berry.

MY GUARANTEE

I guarantee every plant that I ship to be free from disease, true to name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. "Every customer a satisfied customer" is my policy.

J. H. Shivers.

Norfolk County, Va. Gentlemen: Received plants in fine shape and I am very well pleased with them. Thanks. J. J. Mansfield.

Rockingham Co., Va., April 17, 1934. I ordered 5000 plants from you last spring. They were fine plants, grew well and look good to me now. Harry E. May.

Perry County, Penna. Gentlemen: Please send me the enclosed order about May 1st. I bought plants from you last year and I liked them very well. Joseph P. Jones.

DO YOU WISH TO SAVE MONEY? THEN ORDER YOUR PLANTS FROM J. H. SHIVERS PLANT FARMS, ALLEN, MD.

EVERBEARING VARIETIES



MASTODON

This variety has been the King of the Everbearers in the past but if the Gem does as well for others as it did for me this year I believe it will be the Mastodon's equal if not even superior in some respects. Mastodon plants are large but only under favorable conditions does it bed heavily. The berries are large, with a rich red color and green caps. They are firm enough to ship a moderate distance.

If it should fail to be profitable as a Fall crop, it usually proves an excellent Spring fruiting variety. This gives you two chances for a profit. My plants have grown under ideal conditions. Place your order early, for there has been a shortage of this variety for the past year or two.



GEM

I grew this variety for the first time this year. I was favorably impressed, not only because it was a heavy producer and a heavy plant maker. If they do as well every year as they have for me this year I believe they will replace all other Fall bearing varieties. It is a good plant yet they are small, unlike most other everbearers because its yield was better than any other variety. The berries are of good size, shape and even more attractive than the Mastodon. It is a good quality shipping berry.

If this year's experience means anything and you are thinking of planting some Fall bearing berries you cannot go wrong on Gem.

CHAMPION OR PROGRESSIVE. I find them the same. This without doubt is one of the best everbearing strawberries grown. It is the most prolific of all. When you plant these you are certain of success because three months after planting every plant will commence bearing, and continue all through the summer and late in the fall. The runners will commence to bear, even before they have taken root.

SUPER GIANT. Plant growth is strong and vigorous, and quite productive but not equal to Mastodon in either vigor or productiveness. Berries are large, of good quality, and good in appearance. Fully equal to Mastodon in this respect. It is worth trying.

WHEN TO ORDER AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that I can get your name and address correctly for prompt acknowledgment of order and delivery of plants.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express rates have been reduced 25% since last spring.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post, C. O. D., for the amount of postage due, as I cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st Pound	Additional Pounds
1st	0 to 50.....	8 cts.....	1 1-10 ct. for each or fraction
2nd	50 to 150.....	8 cts.....	1 1-10 ct. for each or fraction
3rd	150 to 300.....	9 cts.....	2 cts. for each or fraction
4th	300 to 600.....	10 cts.....	3½ cts. for each or fraction
5th	600 to 1000.....	11 cts.....	5 3-10 cts. for each or fraction
6th	1000 to 1400.....	12 cts.....	7 cts. for each or fraction
7th	1400 to 1800.....	14 cts.....	9 cts. for each or fraction
8th	1800 up.....	15 cts.....	11 cts. for each or fraction

INSTRUCTIONS TO PURCHASERS

TERMS. Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check.

PACKING. No extra charge made for packing at these prices.

TIME OF SHIPMENT. I ship plants from Nov. 1st to May 1st.

TRUE TO NAME. I take every precaution to have all plants true-to-name and I will refund your money if any prove otherwise, but I cannot be responsible for any sum greater than the cost of the plants.

LATE SHIPMENTS. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

GROW STRAWBERRIES IN YOUR BACK YARD OR GARDEN

Reduced Express Rates

I have been granted the special Strawberry Plant and Vegetable Plant express rats to any point in the following states: Maryland, Delaware, Alabama, Connecticut, D. C., Florida, Georgia, Kentucky, Maine, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin.

Below you will find the new rate per 100 pounds to different points in each state. You can tell by referring to this list about what the charges will be to your shipping station.

PENNSYLVANIA

Export (P. O. Delmont)	\$1.33
Middletown	.83
Claysburg	1.13
Elizabethville	.83
Emaus	.83
Lititz	.83
Gardners	.93
York	.73
Wrightsville	.83
Herndon	.83
Brownsville	1.33
Good Spring	.83
Mt Pleasant	1.33
Sproul	1.13
Orwigsburg	.83
Clarks Summit	1.03
Hershey	.83
Holsopple	1.33
Carnegie	1.48
Ashland	.83
Lansdale	.83
Altoona	1.13
Newport	1.13
Ivyland	.83
Quakertown	.83
Washington	1.48
Malvern	.83
Pittsburgh	1.33
Elizabethtown	.83
Souderton	.83
Carnegie	1.48
Jeanette	1.33
Montoursville	1.23
Delmont	1.33
Honesdale	1.03
Charlevoi	1.33
Bowmansdale	.83

OHIO

Canal Winchester	\$1.71
Lancaster	1.71
Bridgeport	1.62
Wooster	1.62
Groveport	1.71
Cincinnati	1.93
Mentor	1.62
Ironton	1.71
Fultonham	1.71
Berea	1.62
Zanesville	1.62
Minerva	1.62
Coshocton	1.62
Chillicothe	1.71
Frankfort	1.79
Pomroy	1.71
Flushing	1.62

NEW YORK

Andover	\$1.33
Hornell	1.33
Riverhead	1.03
Peekskill	1.03
Apalachin	1.23
Lindenhurst	.93
Port Jervis	1.03
Castile	1.48
Germantown	1.23
Portville	1.48
Coxsackie	1.23

INDIANA

Sandford	\$2.09
New Albany	2.04
Evansville	2.20

IOWA

Shenandoah	\$3.08
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REDUCED EXPRESS RATES, Continued

MARYLAND

Silver Spring	\$0.83
Laurel73
Baltimore73

VIRGINIA

Mount Crawford	\$1.03
Elkton	1.03
Dayton	1.03
Bridgewater	1.03
Franklin83

WEST VIRGINIA

Independence	\$1.23
Piedmont	1.23
Berkley Springs	1.13
Wellsburg	1.48
Huntington	1.55
Wheeling	1.48
Buchannon	1.33
Parkersburg	1.48

TENNESSEE

Paris	\$2.18
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DISTRICT OF COLUMBIA

Bennings	\$0.93
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MASSACHUSETTS

Williamstown	\$1.23
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MAINE

Kennebunk	\$1.55
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VERMONT

Poultney	\$1.40
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RHODE ISLAND

Newport	\$1.23
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KENTUCKY

Lexington	\$1.83
Winchester	1.83
Louisville	1.85
Bowling Green	1.98
Newport	1.75
Jeffersontown	1.85
Buechel	1.85

MISSOURI

Valley Park	\$2.20
Kirkwood	2.20
Ludlow	2.72
Fordland	2.86
Higbee	2.61
Lockland	2.20
Lees Summit	2.97

MICHIGAN

Warren	\$1.98
Levering	2.20

ILLINOIS

Hanna	\$2.17
Elroy	2.20
Vermilion	2.09

DELAWARE

Greenwood	\$0.50
Kirkwood73

CONNECTICUT

Branford	1.13
Cromwell	1.13

NEW JERSEY

Pequannock	\$0.83
Tuckahoe73

Mr. Clarence F. Fisher of Pa., says: Please let me know if you have any more strawberry plants to sell and the price. Mr. Longenecker said he had bought plants of you. I would be much pleased if you can supply me with the same kind of plants he got. It is getting late but I will take a chance on them. June 1, 1933.

SHIVERS' ORDER SHEET

[illegible]

Please write below the names and addresses of anyone you know who might be interested in, or buyers of Strawberry plants, and I will mail them a copy of this catalog.

[illegible]

J. H. Shivers Plant Farms, Allen, Maryland

PRICE LIST OF STRAWBERRY PLANTS

BY EXPRESS, RECEIVER TO PAY CHARGES

Early Varieties	25	100	500	1,000	5,000
Bellmar (Per)	\$0.25	\$0.50	\$1.25	\$2.50	\$11.25
Blakemore (Per)	.25	.50	1.25	2.50	11.25
Dorsett (Per)	.25	.75	1.75	3.50	16.25
Dunlap (Per)	.25	.50	1.15	2.25	10.00
Fairfax (Per)	.25	.75	1.90	3.75	17.50
Improved Heflin (Per)	.25	.50	1.15	2.25	10.00
Klondyke (Per)	.25	.50	1.15	2.25	10.00
McClintock (Per)	.25	.75	2.00	4.00	18.75
Missionary (Per)	.25	.50	1.15	2.25	10.00
Premier (Per)	.25	.50	1.40	2.75	12.50

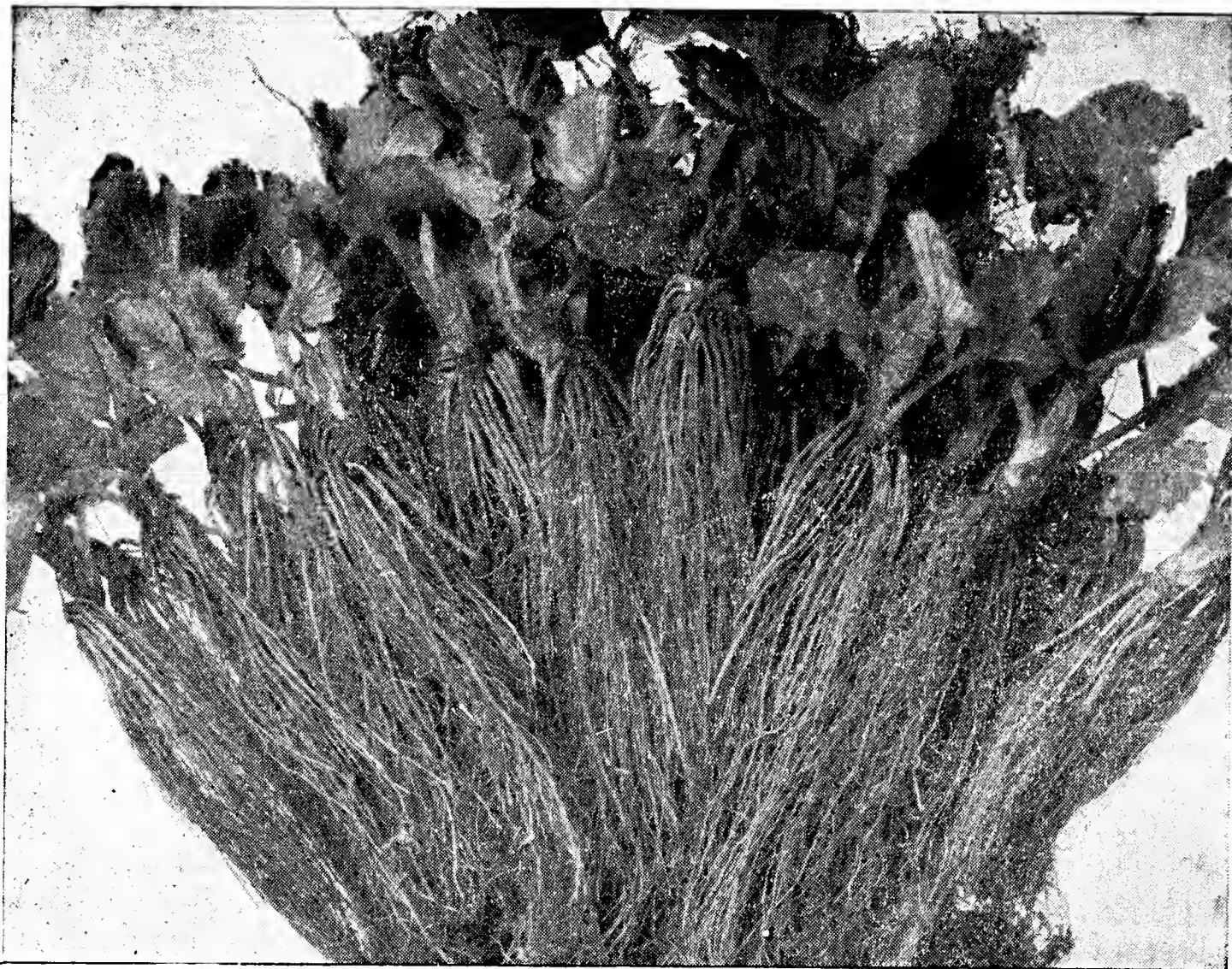
Midseason Varieties					
Aberdeen (Per)	.25	.50	1.25	2.50	11.25
Big Joe (Per)	.25	.70	1.50	3.00	13.75
Catskill (Per)	.25	.80	2.40	4.75	22.50
Haverland (Imp)	.25	.50	1.25	2.50	11.25
McAlpin (Per)	.25	.50	1.25	2.50	11.25
Paul Jones (Imp)	.25	.50	1.25	2.50	11.25

Late Varieties					
Aroma (Per)	.25	.50	1.15	2.25	10.00
Big Late (Imp)	.25	.50	1.25	2.50	11.25
Burgess (Per)	.25	.50	1.25	2.50	11.25
Chesapeake (Per)	.25	.75	1.90	3.75	17.50
Gandy (Per)	.25	.50	1.40	2.75	12.50
Gibson (Per)	.25	.50	1.15	2.25	10.00
Lupton (Per)	.25	.70	1.50	3.00	13.75
Parsons' Beauty (Per)	.25	.50	1.15	2.25	10.00
Sample (Imp)	.25	.50	1.40	2.75	12.50
Wm. Belt (Per)	.25	.50	1.40	2.75	12.50

Everbearing Varieties					
Champion (Fallbearing)	.25	.75	1.90	3.75	17.50
Mastodon (Fallbearing)	.25	.75	2.00	4.00	18.75
Progressive (Fallbearing)	.25	.75	1.90	3.75	17.50
Super Giant (Fallbearing)	.25	.75	2.00	4.00	18.75
Gem (Fallbearing)	.40	1.00	3.15	6.25	30.00

WRITE FOR LATE SUMMER AND EARLY FALL PRICES.

ORDER EARLY. Order early and be sure of getting the varieties that suits your soil and markets. If it is not convenient to send the whole amount 10% of your order will hold your plants. Send balance when ready for the plants.



My plants are grown in a loose, sandy soil. You get all the roots.

My Guarantee

I guarantee every plant that I ship to be free from disease, true-to-name and to arrive in perfect growing condition. If for any reason whatever you are not satisfied that you have received 100 cents in value for every dollar sent me, I will adjust it to your satisfaction. Every customer a satisfied customer is my policy.

Schuylkill Co., Pa., April 18, 1934. One of your customers highly recommended your strawberry plants so I am sending you this order.
Charles O. Etarr.

J. H. Shivers Plant Farms

Allen, Wicomico Co., Maryland